

# CONTRACT



www.wxyz.com

**WXYZ**  
**20777 W. 10 Mile Rd.**  
**Southfield, MI 48037**  
**(248)827-7777**

And:

**Byrum & Fisk**  
**1322 G Street SE**  
**Washington, DC 20003**

|   |   |  |
|---|---|--|
| <u>Contract / Revision</u><br>307160 /              |   | <u>Alt Order #</u>                                     |
| <u>Product</u><br><b>MI Energy MI Jobs</b>          |   |  |
| <u>Contract Dates</u><br><b>10/09/12 - 10/15/12</b> | <u>Estimate #</u><br><b>1571</b>          |  |
| <u>Advertiser</u><br><b>MI Energy MI Jobs</b>       |   | <u>Original Date / Revision</u><br>08/06/12 / 08/13/12 |
| <u>Billing Cycle</u><br>EOM/EOC                     | <u>Billing Calendar</u><br>Broadcast      | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br><b>WXYZ</b>                       | <u>Account Executive</u><br>Dave Lombardo | <u>Sales Office</u><br>EWS - Washing                   |
| <u>Special Handling</u>                             |   |  |
| <u>Demographic</u><br>Adults 25-54                  |   |  |
| <u>IDB#</u><br>14019                                | <u>Advertiser Code</u>                    | <u>Product Code</u>                                    |
| <u>Agency Ref</u>                                   |   | <u>Advertiser Ref</u>                                  |

| *Line | Ch   | Start Date        | End Date        | Description                | Start/End Time | Days | Length | Spots/<br>Week    | Rate        | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|----------------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1   | WXYZ | 10/09/12          | 10/15/12        | 7 Action News This Morning | 430a-5a        |      | :30    |                   |             | NM   | 5     | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/09/12          | 10/15/12        | 11111--                    |                |      |        | 5                 | \$150.00    |      |       |            |
| N 2   | WXYZ | 10/10/12          | 10/12/12        | 5am News M-F               | 5-6am M-F      |      | :30    |                   |             | NM   | 2     | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/09/12          | 10/15/12        | --1-1--                    |                |      |        | 2                 | \$400.00    |      |       |            |
| N 3   | WXYZ | 10/09/12          | 10/15/12        | M-F 7-9am                  | 7-9am M-F      |      | :30    |                   |             | NM   | 10    | \$9,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/09/12          | 10/15/12        | 22222--                    |                |      |        | 10                | \$900.00    |      |       |            |
| N 4   | WXYZ | 10/13/12          | 10/13/12        | Action News SAT 6am        | SAT 6-7am      |      | :30    |                   |             | NM   | 1     | \$250.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/09/12          | 10/15/12        | -----S-                    |                |      |        | 1                 | \$250.00    |      |       |            |
| N 5   | WXYZ | 10/13/12          | 10/13/12        | GMA SAT 7-8am              | SAT 7-8am      |      | :30    |                   |             | NM   | 1     | \$350.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/09/12          | 10/15/12        | -----S-                    |                |      |        | 1                 | \$350.00    |      |       |            |
| N 6   | WXYZ | 10/13/12          | 10/13/12        | Action News SAT 8am        | SAT 8-9am      |      | :30    |                   |             | NM   | 1     | \$350.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/09/12          | 10/15/12        | -----S-                    |                |      |        | 1                 | \$350.00    |      |       |            |
| N 7   | WXYZ | 10/14/12          | 10/14/12        | Action News SUN 6am        | SUN 6-7am      |      | :30    |                   |             | NM   | 1     | \$250.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/09/12          | 10/15/12        | -----S                     |                |      |        | 1                 | \$250.00    |      |       |            |
| N 8   | WXYZ | 10/14/12          | 10/14/12        | GMA SUN 7-8am              | SUN 7-8am      |      | :30    |                   |             | NM   | 1     | \$350.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/09/12          | 10/15/12        | -----S                     |                |      |        | 1                 | \$350.00    |      |       |            |
| N 9   | WXYZ | 10/14/12          | 10/14/12        | Action News SUN 8am        | Sun 8-930am    |      | :30    |                   |             | NM   | 2     | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/09/12          | 10/15/12        | -----S                     |                |      |        | 2                 | \$350.00    |      |       |            |
| N 10  | WXYZ | 10/09/12          | 10/15/12        | M-F 9a-10a                 | 9-10am M-F     |      | :30    |                   |             | NM   | 5     | \$2,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/09/12          | 10/15/12        | 11111--                    |                |      |        | 5                 | \$500.00    |      |       |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.



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**20777 W. 10 Mile Rd.**  
**Southfield, MI 48037**  
**(248)827-7777**

|  |                                     |  |
|--|-------------------------------------|--|
| <u>Contract / Revision</u><br>307160 /       |                                     | <u>Alt Order #</u>                                     |
| <u>Contract Dates</u><br>10/09/12 - 10/15/12 | <u>Product</u><br>MI Energy MI Jobs | <u>Estimate #</u><br>1571                              |
| <u>Advertiser</u><br>MI Energy MI Jobs       |                                     | <u>Original Date / Revision</u><br>08/06/12 / 08/13/12 |

| *Line | Ch   | Start Date        | End Date        | Description             | Start/End Time  | Days | Length | Spots/Week        | Rate        | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|-------------------------|-----------------|------|--------|-------------------|-------------|------|-------|------------|
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| N 11  | WXYZ | 10/09/12          | 10/15/12        | M-F 10a-11a             | 10-11am M-F     |      | :30    |                   |             | NM   | 5     | \$2,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/09/12          | 10/15/12        | 11111--                 |                 |      |        | 5                 | \$400.00    |      |       |            |
| N 12  | WXYZ | 10/09/12          | 10/15/12        | M-F 11a-12n             | 11am-12pm M-F   |      | :30    |                   |             | NM   | 5     | \$3,750.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/09/12          | 10/15/12        | 11111--                 |                 |      |        | 5                 | \$750.00    |      |       |            |
| N 13  | WXYZ | 10/09/12          | 10/15/12        | 12n-1p                  | 12-1pm M-F      |      | :30    |                   |             | NM   | 5     | \$2,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/09/12          | 10/15/12        | 11111--                 |                 |      |        | 5                 | \$500.00    |      |       |            |
| N 14  | WXYZ | 10/09/12          | 10/15/12        | 2-3pm General Hospital  | 2-3pm M-F       |      | :30    |                   |             | NM   | 3     | \$1,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/09/12          | 10/15/12        | 11-1---                 |                 |      |        | 3                 | \$600.00    |      |       |            |
| N 15  | WXYZ | 10/09/12          | 10/15/12        | Dr. Oz                  | 4-5pm M-F       |      | :30    |                   |             | NM   | 3     | \$2,700.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/09/12          | 10/15/12        | 11-1---                 |                 |      |        | 3                 | \$900.00    |      |       |            |
| N 16  | WXYZ | 10/09/12          | 10/15/12        | 5-6pm M-F               | 5-6pm M-F       |      | :30    |                   |             | NM   | 5     | \$5,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/09/12          | 10/15/12        | 11111--                 |                 |      |        | 5                 | \$1,000.00  |      |       |            |
| N 17  | WXYZ | 10/09/12          | 10/15/12        | 6-630pm M-F             | 6-630pm M-F     |      | :30    |                   |             | NM   | 3     | \$3,600.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/09/12          | 10/15/12        | 11-1---                 |                 |      |        | 3                 | \$1,200.00  |      |       |            |
| N 18  | WXYZ | 10/10/12          | 10/12/12        | M-F 630-7pm             | 630-7pm M-F     |      | :30    |                   |             | NM   | 2     | \$3,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/09/12          | 10/15/12        | --1-1--                 |                 |      |        | 2                 | \$1,500.00  |      |       |            |
| N 19  | WXYZ | 10/09/12          | 10/15/12        | M-F 7-730p              | 7-730pm M-F     |      | :30    |                   |             | NM   | 5     | \$6,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/09/12          | 10/15/12        | 11111--                 |                 |      |        | 5                 | \$1,200.00  |      |       |            |
| N 20  | WXYZ | 10/13/12          | 10/13/12        | Sa 7-8p                 | 7pm Sat         |      | :30    |                   |             | NM   | 1     | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/09/12          | 10/15/12        | -----S-                 |                 |      |        | 1                 | \$1,000.00  |      |       |            |
| N 21  | WXYZ | 10/14/12          | 10/14/12        | Su 6-630p               | 6-630pm Sun     |      | :30    |                   |             | NM   | 1     | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/09/12          | 10/15/12        | -----S                  |                 |      |        | 1                 | \$750.00    |      |       |            |
| N 22  | WXYZ | 10/09/12          | 10/15/12        | M-F 730-8pm             | 730-8pm M-F     |      | :30    |                   |             | NM   | 3     | \$5,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/09/12          | 10/15/12        | 11-1---                 |                 |      |        | 3                 | \$1,800.00  |      |       |            |
| N 23  | WXYZ | 10/10/12          | 10/13/12        | 11pm Action News Update | 11-1135pm M-Sun |      | :30    |                   |             | NM   | 3     | \$6,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/09/12          | 10/15/12        | --1-11-                 |                 |      |        | 3                 | \$2,000.00  |      |       |            |
| N 24  | WXYZ | 10/09/12          | 10/15/12        | Nightline               | 1135pm-1205am M |      | :30    |                   |             | NM   | 5     | \$3,750.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/09/12          | 10/15/12        | 11111--                 |                 |      |        | 5                 | \$750.00    |      |       |            |
| N 25  | WXYZ | 10/09/12          | 10/15/12        | Jimmy Kimmel Live       | 1205am-105am M- |      | :30    |                   |             | NM   | 5     | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                 |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/09/12          | 10/15/12        | 11111--                 |                 |      |        | 5                 | \$250.00    |      |       |            |
| N 26  | WXYZ | 10/09/12          | 10/15/12        | M-F 106a-206a           | 106am-206am     |      | :30    |                   |             | NM   | 5     | \$750.00   |

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We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.



www.wxyz.com

**WXYZ**  
**20777 W. 10 Mile Rd.**  
**Southfield, MI 48037**  
**(248)827-7777**

|  |                                     |  |
|--|-------------------------------------|--|
| <u>Contract / Revision</u><br>307160 /       |                                     | <u>Alt Order #</u>                                     |
| <u>Contract Dates</u><br>10/09/12 - 10/15/12 | <u>Product</u><br>MI Energy MI Jobs | <u>Estimate #</u><br>1571                              |
| <u>Advertiser</u><br>MI Energy MI Jobs       |                                     | <u>Original Date / Revision</u><br>08/06/12 / 08/13/12 |

| *Line  | Ch   | Start Date        | End Date        | Description                 | Start/End Time   | Days | Length | Spots/Week        | Rate        | Type | Spots | Totals<br>Amount |
|--------|------|-------------------|-----------------|-----------------------------|------------------|------|--------|-------------------|-------------|------|-------|------------------|
|        |      |                   |                 |                             |                  |      |        |                   |             |      |       |                  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 10/09/12          | 10/15/12        | 11111--                     |                  |      |        | 5                 | \$150.00    |      |       |                  |
| N 27   | WXYZ | 10/13/12          | 10/13/12        | Sa Greys                    | 1130pm-230am     |      | :30    |                   |             | NM   | 1     | \$250.00         |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 10/09/12          | 10/15/12        | -----S-                     |                  |      |        | 1                 | \$250.00    |      |       |                  |
| N 28   | WXYZ | 10/14/12          | 10/14/12        | SU 1130p-12a                | 1130pm-12am      |      | :30    |                   |             | NM   | 1     | \$550.00         |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 10/09/12          | 10/15/12        | -----S                      |                  |      |        | 1                 | \$550.00    |      |       |                  |
| N 29   | WXYZ | 10/15/12          | 10/15/12        | Monday Prime C              | 10-11pm Monday   |      | :30    |                   |             | NM   | 1     | \$5,000.00       |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 10/09/12          | 10/15/12        | M-----                      |                  |      |        | 1                 | \$5,000.00  |      |       |                  |
| N 30   | WXYZ | 10/09/12          | 10/09/12        | Tuesday Prime C             | 10-11pm Tuesday  |      | :30    |                   |             | NM   | 1     | \$5,000.00       |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 10/09/12          | 10/15/12        | -T-----                     |                  |      |        | 1                 | \$5,000.00  |      |       |                  |
| N 31   | WXYZ | 10/10/12          | 10/10/12        | Wednesday Prime A           | 8-9pm Wednesday  |      | :30    |                   |             | NM   | 1     | \$4,500.00       |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 10/09/12          | 10/15/12        | --W----                     |                  |      |        | 1                 | \$4,500.00  |      |       |                  |
| N 32   | WXYZ | 10/11/12          | 10/11/12        | Thursday Prime C            | 10-11pm Thursday |      | :30    |                   |             | NM   | 1     | \$5,000.00       |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 10/09/12          | 10/15/12        | ---T---                     |                  |      |        | 1                 | \$5,000.00  |      |       |                  |
| N 33   | WXYZ | 10/12/12          | 10/12/12        | Friday Prime C              | 10-11pm Friday   |      | :30    |                   |             | NM   | 1     | \$4,000.00       |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 10/09/12          | 10/15/12        | ----F--                     |                  |      |        | 1                 | \$4,000.00  |      |       |                  |
| N 34   | WXYZ | 10/13/12          | 10/13/12        | ABC's Saturday Night Footba | SA 8pm-1130pm    |      | :30    |                   |             | NM   | 1     | \$3,000.00       |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 10/09/12          | 10/15/12        | -----S-                     |                  |      |        | 1                 | \$3,000.00  |      |       |                  |
| N 35   | WXYZ | 10/14/12          | 10/14/12        | Sunday Prime C              | 9-10pm Sunday    |      | :30    |                   |             | NM   | 1     | \$5,000.00       |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 10/09/12          | 10/15/12        | -----S                      |                  |      |        | 1                 | \$5,000.00  |      |       |                  |
| Totals |      |                   |                 |                             |                  |      |        |                   |             |      | 97    | \$96,850.00      |

| Time Period         | # of Spots | Gross Amount       | Net Amount         |
|---------------------|------------|--------------------|--------------------|
| 10/01/12 - 10/15/12 | 97         | \$96,850.00        | \$82,322.50        |
| <b>Totals</b>       | <b>97</b>  | <b>\$96,850.00</b> | <b>\$82,322.50</b> |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.